NEEPAWA AND REGION
Economic Profile

This report contains demographic, job and business data.

The data in this report and the analysis provide basic information about the economy of the region in order to inform the strategic economic development initiatives of regional stakeholders. This report, in and of itself, does not advocate for one course of action over another.

The data sources used in this report include the 2016 Statistics Canada Census, the 2011 Statistics Canada National Household Survey. Job and business data is from Emsi, which uses the following sources: Canadian Business Patterns (CBP); Survey of Employment, Payrolls and Hours (SEPH), Labour Force Survey (LFS) and CANSIM. The sources do not consider the location of labour or the quality of the businesses in the region.

The data in the report covers what is referred to as the Neepawa Self-contained Labour Area (SLA). It includes the:

- *Town of Neepawa*
- *Municipality of North Cypress Langford*

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1.0   POPULATION

Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region's ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 8,683 people living in this area in 2016.
- The population of the region increased by 987 (+12.8%) from 1991 to 2016.
- The population of the region increased by 1,123 (+15.4%) from 2011 to 2016.

For reference, in Manitoba, the overall population increase from 1991 to 2016 was 10.7%.

Figure 1: Population Growth 1991 - 2016
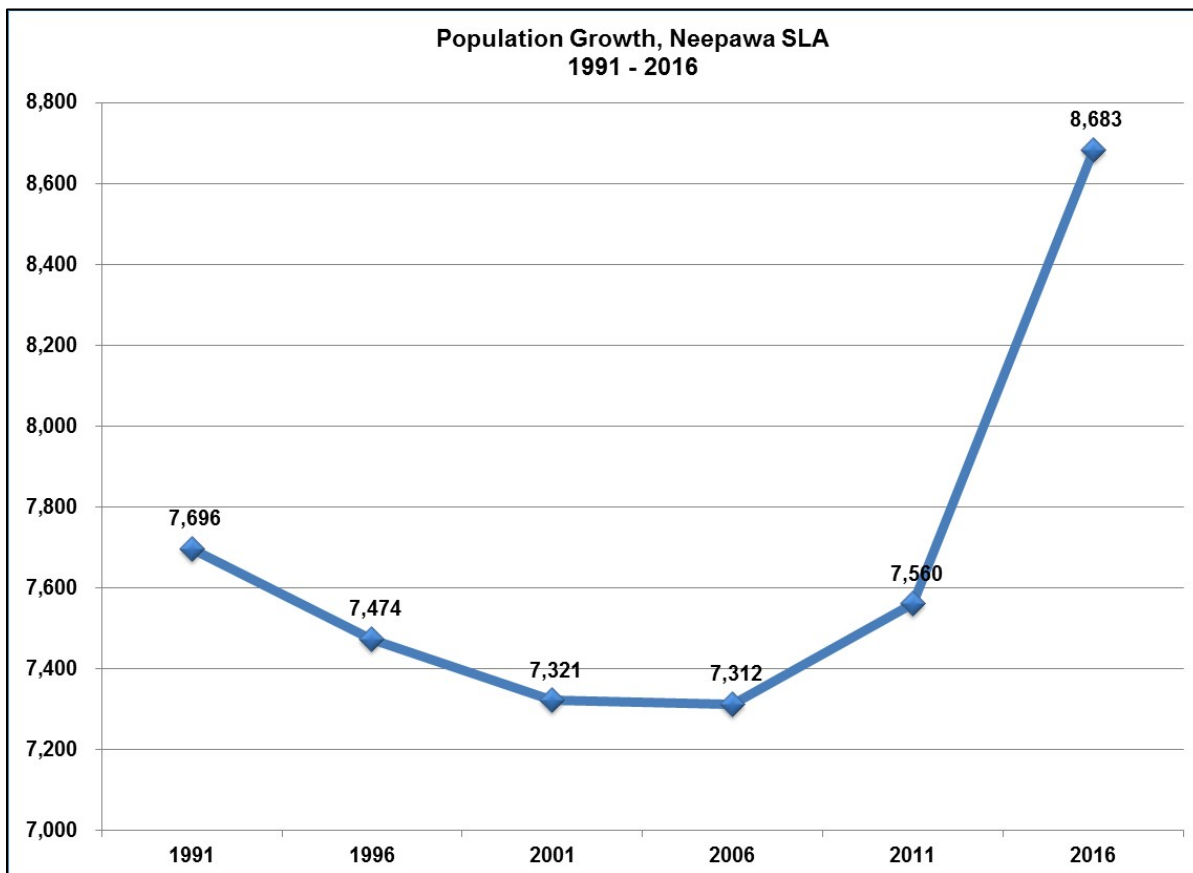
Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.

Figure 2 shows that the population by proportion in this region has increased in the 0 to 14 age categories and the 30 to 44 age categories. The region has more people by proportion than the Manitoba average in the 5 to 9, 30 to 39, 66 to 69 and 75+ age categories. The proportion of population by age has decreased and is less than the Manitoba average in every other age category.

Figure 2: Population Growth in Region by Age 2011 and 2016; in Manitoba 2016

Population by Age as a Percentage of Total
Neepawa SLA, 2011-2016 with Manitoba Reference Line

☐ SLA Total 2016　■ SLA Total 2011　━◆━ MB Total 2016

75+	
70-74	
65-69	
60-64	
55-59	
50-54	
45-49	
40-44	
35-39	
30-34	
25-29	
20-24	
15-19	
10-14	
5-9	
0-4	

12　10　8　6　4　2　0

Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011

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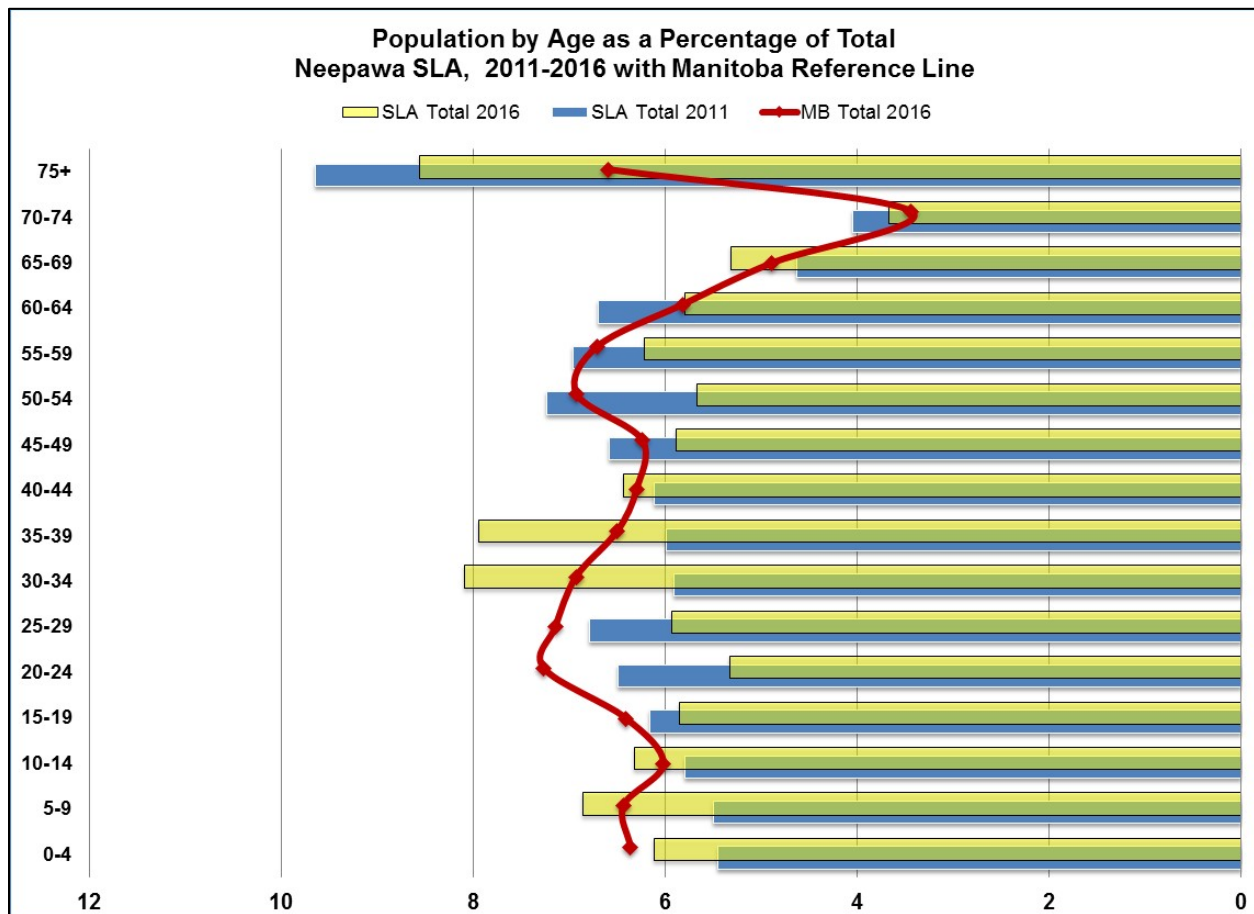
2.0   EDUCATION

The education level of a region is linked to the growth of the local economy. It also determines whether the labour force will be attractive to business and industry; and may predict innovation and entrepreneurial activities.

Figure 3 shows that the Neepawa SLA has a higher proportion than Manitoba of people with **High school certificate or equivalent** (35.7%);

It has a lower proportion than Manitoba of people with **University certificate, diploma or degree** (17.2%); **No certificate, diploma or degree** (13.9%); **Apprenticeship or trades certificate or diploma** (10.1%); and **College, CEGEP or other non university certificate or diploma** (17.2%)**.

Figure 3: Educational Attainment Neepawa SLA and Manitoba 2016
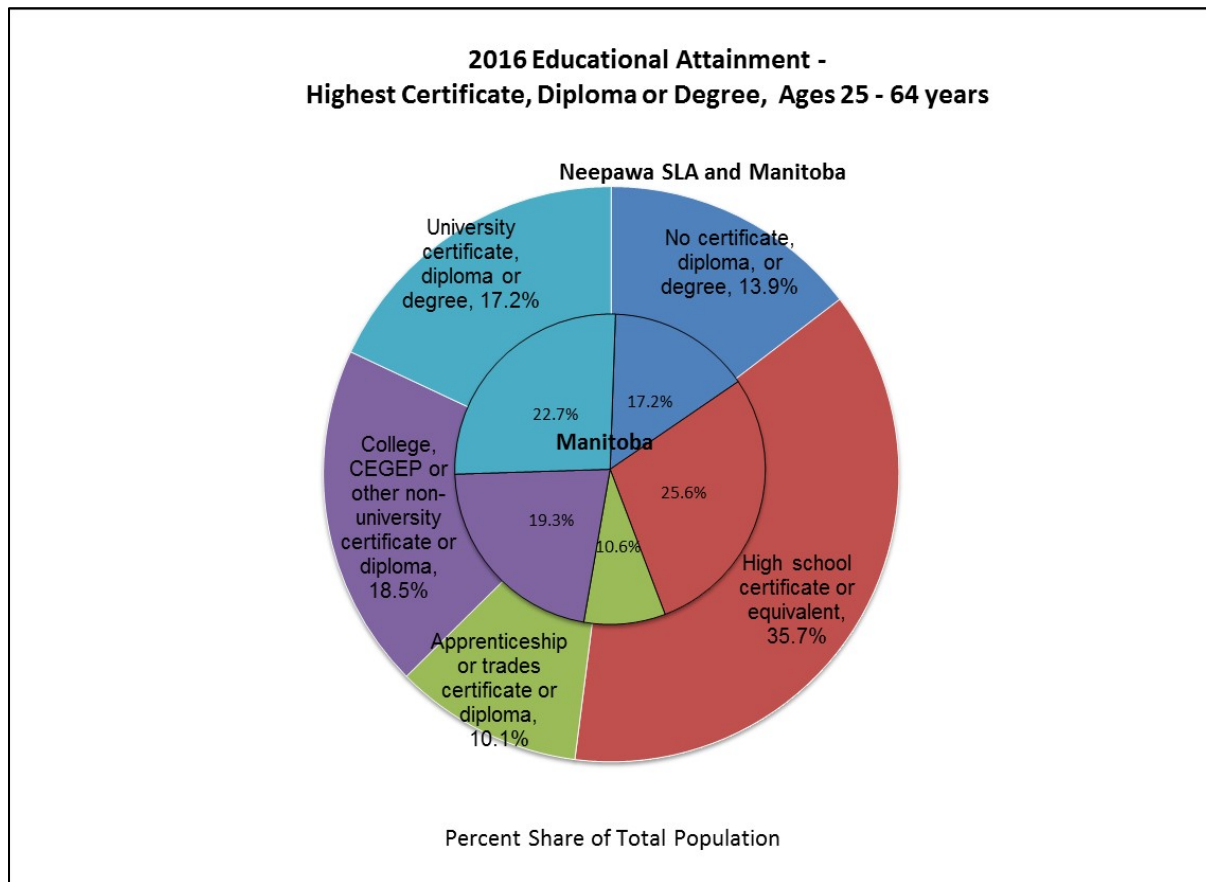
Source: Statistics Canada: 2016 Census

3.0   INCOME

Average income is the total income from all sources of all members of a household over 15 years of age. This is often used to assess the standard of living. Household income is often linked with educational attainment, so as education attainment rises, household income also rises.

Figure 4 shows that the percentage of households in the lower income brackets has decreased. The percentage of households in the higher income brackets has increased. The percentage of households in most income brackets is similar to the provincial average.

Figure 4: Household income Neepawa SLA and Manitoba 2005 and 2015
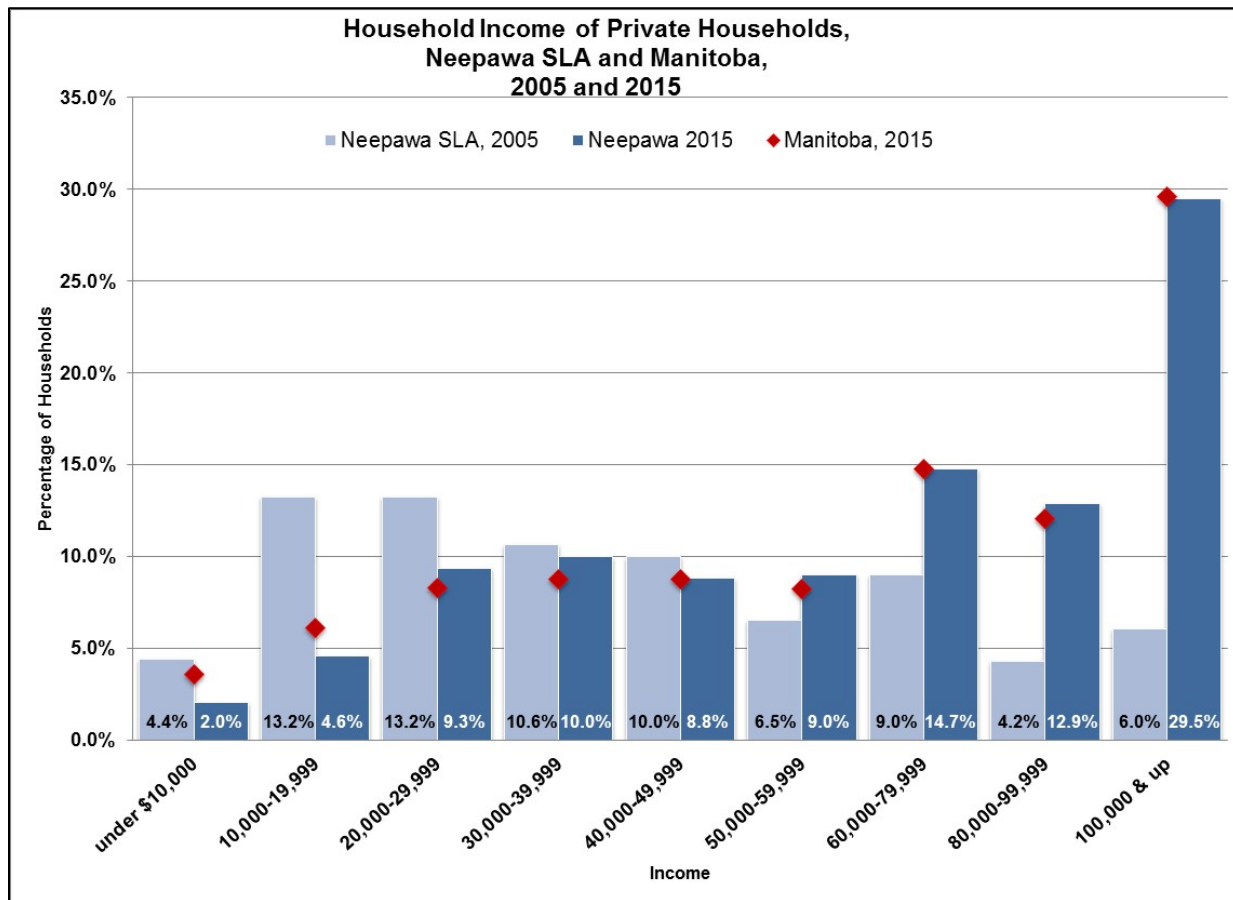
Data source: Statistics Canada: 2006 Census; National Household Survey 2015
Note: The data for 2010 is not available.

4.0   JOBS BY INDUSTRY SECTOR

The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- the **Primary** sector – industries that extract and produce raw materials; for example **Agriculture.**
- the **Secondary** sector – industries that change raw materials into goods; for example **Manufacturing.**
- the **Tertiary** sector – industries that provide goods and services to business and consumers; for example **Accounting, Retail.**
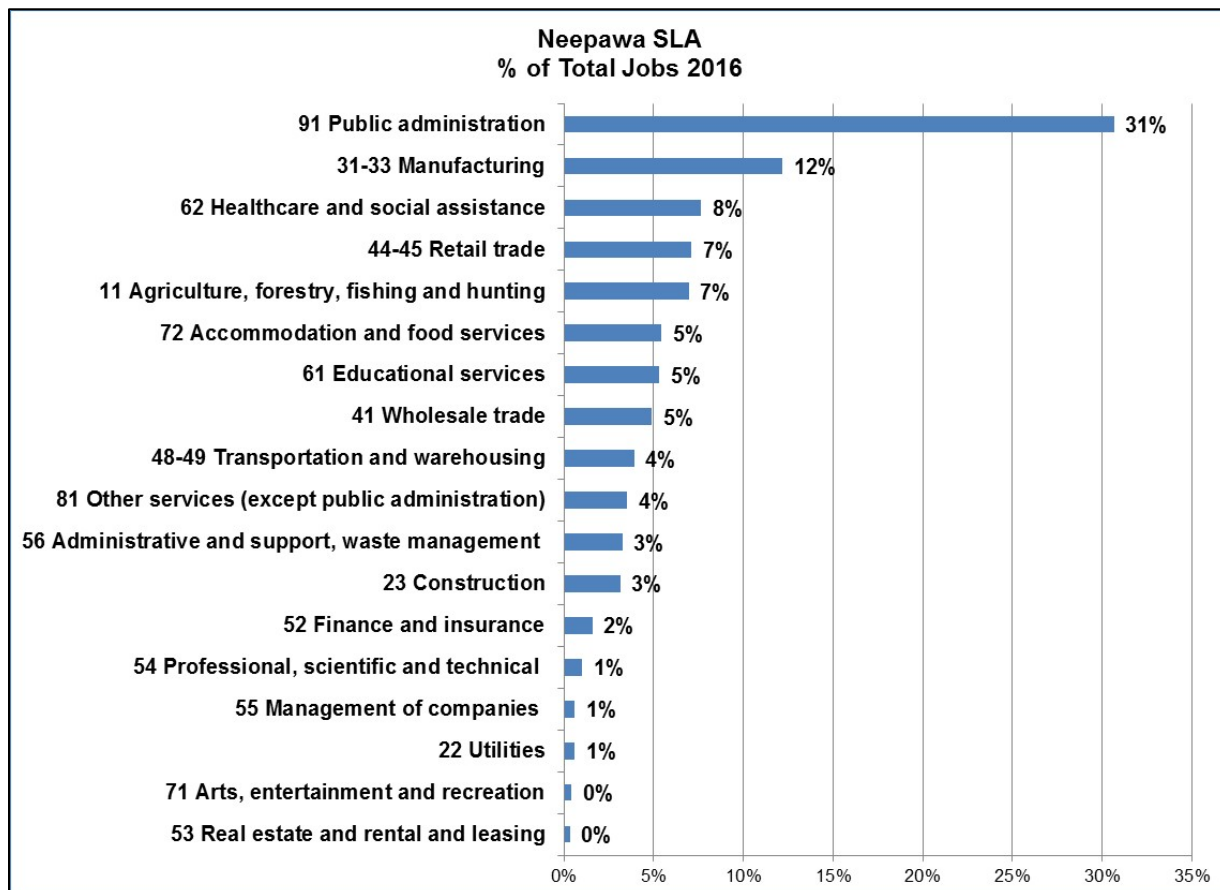
The **Primary** and **Secondary** sectors are referred to as the **Goods producing sectors**. The **Tertiary** sector is referred to as the **Service sector**. Industries and Jobs are classified by the North American Industry Classification System (NAICS).

In 2016 there were 5,738 jobs in the Neepawa SLA region. (Emsi 2017.1)

Figure 5: Jobs by Industry Sector

Neepawa SLA
% of Total Jobs 2016

Industry Sector	%
91 Public administration	31%
31-33 Manufacturing	12%
62 Healthcare and social assistance	8%
44-45 Retail trade	7%
11 Agriculture, forestry, fishing and hunting	7%
72 Accommodation and food services	5%
61 Educational services	5%
41 Wholesale trade	5%
48-49 Transportation and warehousing	4%
81 Other services (except public administration)	4%
56 Administrative and support, waste management	3%
23 Construction	3%
52 Finance and insurance	2%
54 Professional, scientific and technical	1%
55 Management of companies	1%
22 Utilities	1%
71 Arts, entertainment and recreation	0%
53 Real estate and rental and leasing	0%

Data source: Emsi 2017.1
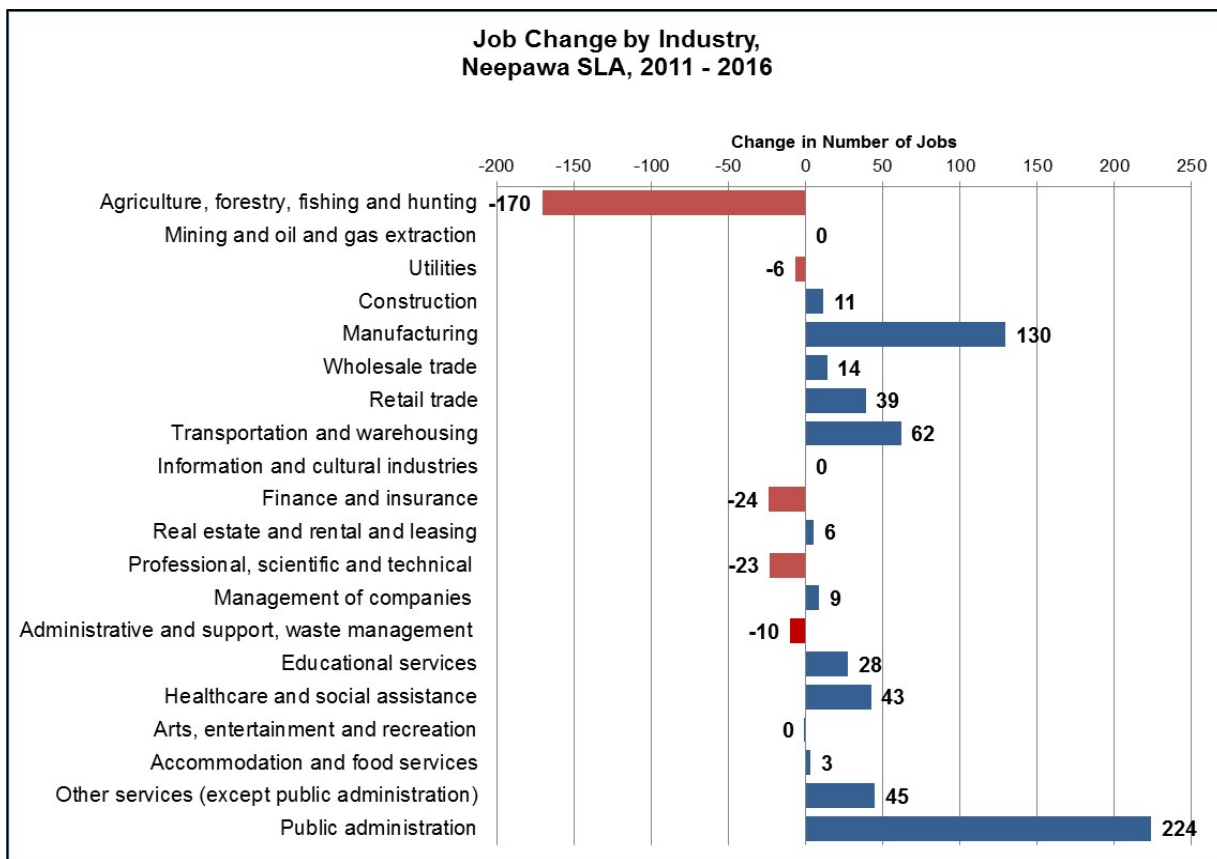
Figure 5 shows that:

- 7% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting.**
- 15% of the jobs are in the secondary sectors of **Construction** and **Manufacturing.**
- 78% of the jobs are in the tertiary sector.
- 44% of the jobs are in sectors traditionally funded by government (**Education, Healthcare**, and **Public administration**).

5.0   JOB CHANGE BY INDUSTRY SECTOR

Changes in the number of jobs illustrate how the economy of a region is evolving.

Figure 6 shows that the greatest job change was in the **Public administration** sector with a gain of 224 jobs between 2011 and 2016. The sector with the greatest job loss was the **Agriculture, forestry, fishing and hunting** sector with a loss of 170 jobs between 2011 and 2016.

Figure 6: Job Change by Industry Sector, 2016

Job Change by Industry, Neepawa SLA, 2011 - 2016

Change in Number of Jobs

Industry	Change
Agriculture, forestry, fishing and hunting	-170
Mining and oil and gas extraction	0
Utilities	-6
Construction	11
Manufacturing	130
Wholesale trade	14
Retail trade	39
Transportation and warehousing	62
Information and cultural industries	0
Finance and insurance	-24
Real estate and rental and leasing	6
Professional, scientific and technical	-23
Management of companies	9
Administrative and support, waste management	-10
Educational services	28
Healthcare and social assistance	43
Arts, entertainment and recreation	0
Accommodation and food services	3
Other services (except public administration)	45
Public administration	224

Data source: Emsi 2017.1

Figure 7 shows that:

- In 2016, there were 5,738 jobs in the region, an increase of 375 jobs (+7.0%) between 2011 and 2016. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 1,314 jobs, a decrease of 36 jobs (-2.7%) from 2011. There was a decrease in jobs in the **Agriculture, forestry, fishing and hunting** sector of 170 jobs (-29.9%); no change in the **Mining and oil and gas extraction;** a decrease in the **Utilities** sector of 6 jobs (-15.7%); an increase in the **Construction** sector of 11 jobs (+6.7%) and an increase in the **Manufacturing** sector of 130 jobs (22.7%)
- For comparison, from 2011 to 2016, Manitoba gained 2.2% (2,973 jobs) in the goods producing sectors.
- In 2016, there were 4,346 jobs in the service sector, an increase of 417 jobs (+10.6%) This compares to an increase of 4.7% in Manitoba.

Figure 7: Real and Percentage Job Change by Industry Sector, 2016

	Neepawa SLA			
	Number of Jobs 2011	Number of Jobs 2016	Real Change 2011 - 2016	% Change 2011 - 2016
ALL INDUSTRIES	**5,363**	**5,738**	**375**	**7.0%**
Goods Producing Industries	**1,350**	**1,314**	**-36**	**-2.7%**
Agriculture, forestry, fishing and hunting	569	399	-170	-29.9%
Mining and oil and gas extraction	<10	<10		
Utilities	41	35	-6	-15.7%
Construction	169	180	11	6.7%
Manufacturing	570	700	130	22.7%
Service Industries	**3,930**	**4,346**	**417**	**10.6%**
Wholesale trade	267	281	14	5.3%
Retail trade	369	408	39	10.6%
Transportation and warehousing	163	225	62	38.1%
Information and cultural industries	<10	<10		
Finance and insurance	115	91	-24	-20.5%
Real estate and rental and leasing	13	19	6	41.4%
Professional, scientific and technical	82	59	-23	-28.2%
Management of companies	26	36	9	34.4%
Administrative and support, waste management	196	186	-10	-5.0%
Educational services	279	306	28	9.9%
Healthcare and social assistance	397	439	43	10.8%
Arts, entertainment and recreation	24	23	0	-0.5%
Accommodation and food services	308	311	3	1.1%
Other services (except public administration)	156	201	45	29.0%
Public administration	1,535	1,759	224	14.6%
Unclassified	69	55	0	0.0%

Data source: Emsi 2017.1   Note: Figures may not add up due to rounding.

6.0 LABOUR BY OCCUPATION

The term "jobs" refer to positions located within the region. "Labour" refers to the people who work. For example, a teacher lives in one community yet works in another. The job would be counted in the community where the school is located. The occupation would be counted in the community where the teacher lives.

Another way to identify characteristics of a region is to examine the makeup of occupations within the labour force.

Figure 8 shows that:

- The largest percentage of workers are in the field of **Trades, transport and equipment operators and related occupations** (17.1%), followed by **Sales and service occupations** (16.6%).
- In Manitoba, the largest percentage of workers are in the field of **Sales and service occupations** (23.8%), followed by **Business, finance and administration occupations** (15.7%).
- The region has a higher percentage than the average of Manitoba in the fields of **Management occupations, Trades, transport and equipment operators and related occupations; Occupations unique to primary industry** and **Occupations unique to processing, manufacturing and utilities.**

### Figure 8: Labour by Occupation 2016 SLA and Manitoba

Data source: Emsi 2017.1

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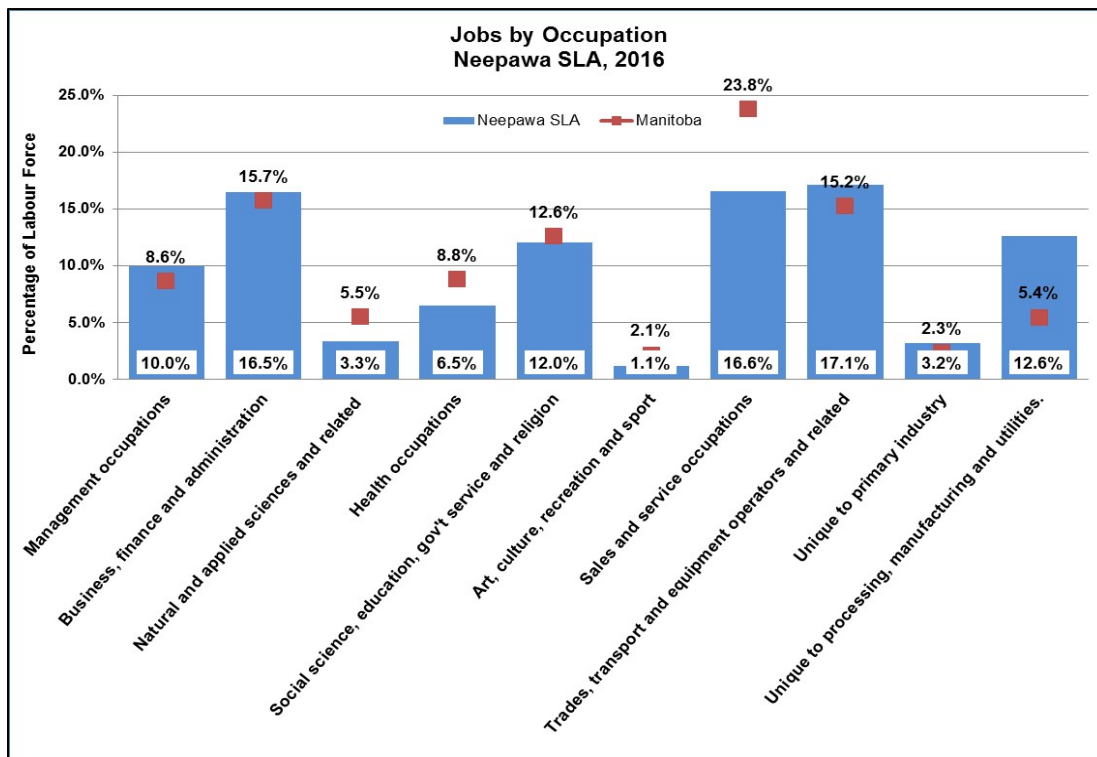
When looking at more specific occupations in the region, Figure 9 shows that:

- The most common occupation is **Managers in agriculture** with 294 people employed, followed by **Industrial butchers, meat cutters, poultry preparers and related workers** with 297 people employed.
- Seven of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 9: Top Twelve Jobs by Occupations in 2011 and 2016
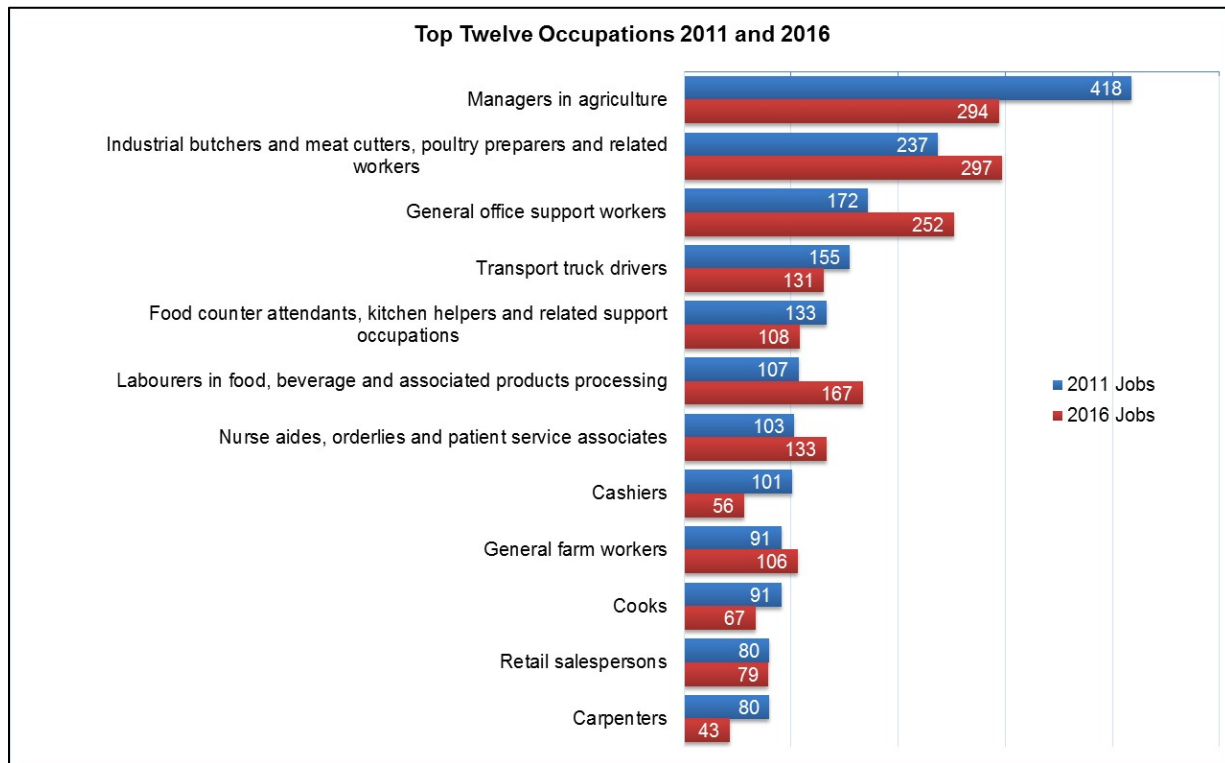
Data source: Emsi 2017.1
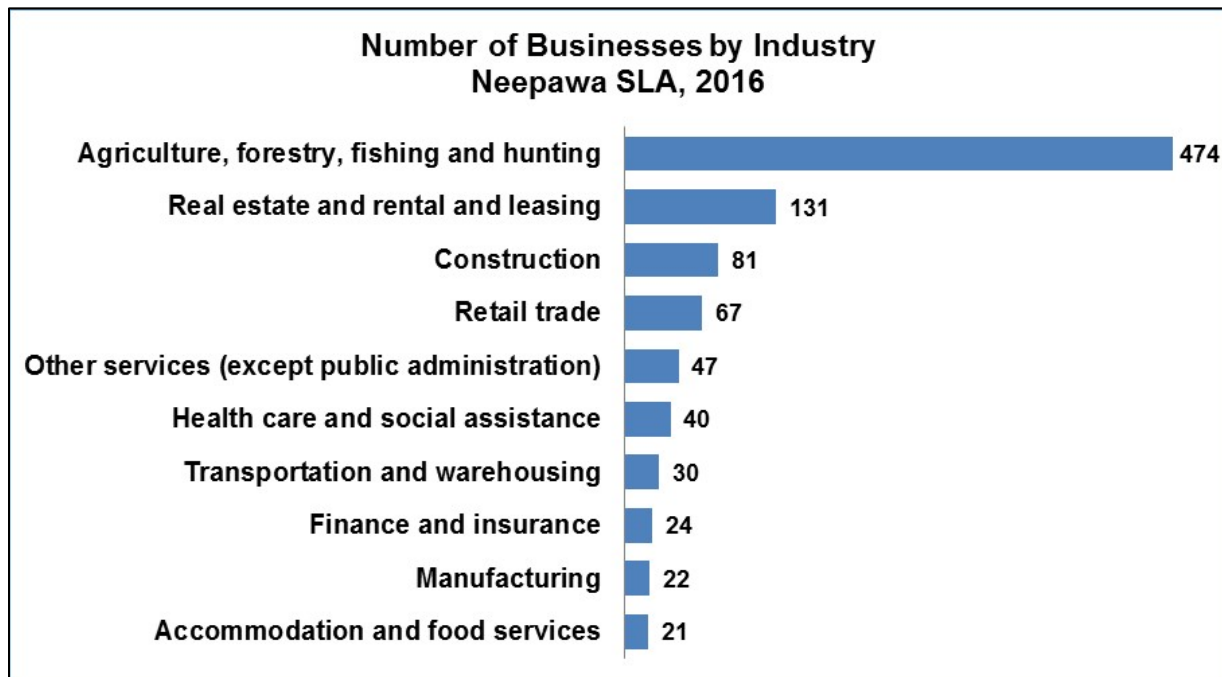
7.0 BUSINESS BY INDUSTRY SECTOR

Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2016, there were 1,062 businesses in the region. (Emsi 2017.1)

Figure 10 shows that:
- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 474 businesses and the tertiary sector of **Real estate and rental and leasing** with 131 businesses. There were 81 businesses in the secondary sector of **Construction.**

Figure 10: Number of Business by Industry, 2016

Number of Businesses by Industry
Neepawa SLA, 2016

Industry	Number
Agriculture, forestry, fishing and hunting	474
Real estate and rental and leasing	131
Construction	81
Retail trade	67
Other services (except public administration)	47
Health care and social assistance	40
Transportation and warehousing	30
Finance and insurance	24
Manufacturing	22
Accommodation and food services	21

Data source: Emsi 2017.1   Note: this chart does not include all businesses.

Figure 11 shows that most businesses in the area are operated by self employed individuals. The next common are businesses that employ 1 to 4 individuals.

Figure 11: Business by Size of Employment, 2016

Number of employees	Number of businesses
Indeterminate (self-employed)	787
1 - 4	153
5 - 9	54
10 - 19	37
20 - 49	24
50 - 99	2
100 - 199	3
200 - 499	1
500+	1
Total	1062

Data source: Emsi 2017.1

8.0   CONCLUSION

Regional leaders are encouraged to survey and/or consult with key businesses, institutions (e.g. health and education) and community organizations to identify and agree on economic targets for the region and to collaborate to achieve economic growth and diversity.